

2012



Montgomery County
Department
of Liquor Control

MONTGOMERY COUNTY KEEPING IT SAFE

Retailers Resource Calendar

2013

Montgomery County **KEEPING IT SAFE**

January

1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

February

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28

March

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

April

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30

May

1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

June

1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30

July

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

August

1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

September

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

October

1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

November

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

December

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

JANUARY

- ✓ ALWAYS ask for an ID
- ✓ NEVER accept an expired ID card
- ✓ VERTICAL ID'S are issued to minors under 21
- ✓ ACCEPTABLE forms of ID:
 - State issued Drivers License
 - State issued MVA ID card
 - Military ID
 - Passport
 - Immigration Card

BORN ON DATE ➔



JANUARY



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2 County Offices Closed for Holiday	3 ALERT Training 10:00 am -1:00 pm	4	5 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	6	7
8	9	10	11	12	13	14
15	16 Martin L. King Day County Offices Closed for Holiday	17 ALERT Training 10:00 am -1:00 pm	18	19 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	20	21
22	23	24	25	26	27	28
29	30	31 License Renewal Applications Mailed to Licensees			DECEMBER 2011 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

FEBRUARY

The License Renewal Date Is Approaching!

Renewal applications are mailed to all licensed facilities in late January.

- Applications for renewal of Alcoholic Beverage Licenses must be filed between February 1 and April 2, 2012.
- All licenses to sell/serve alcohol in Montgomery County expire at 12:00 a.m. on May 1, 2012.



PLEASE CONTACT US WITH QUESTIONS OR COMMENTS.

Montgomery County Department of Liquor Control, Division of Licensure,
Regulation and Education

Call 240-777-1999 or e-mail dlc@montgomerycountymd.gov

FEBRUARY



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 1st day of Renewals	2 HEARINGS SCHEDULED Council Office Building, First Floor Auditorium	3	4
5	6 ALERT Training 10:00 am -1:00 pm	7	8	9	10	11
12	13	14 Valentine's Day	15	16 HEARINGS SCHEDULED Council Office Building, First Floor Auditorium	17	18
19	20 Presidents' Day County Offices Closed for Holiday	21 ALERT Training 10:00 am -1:00 pm	22	23	24	25
26	27	28	29		JANUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

ATTENTION: On Premise Facilities

Don't Fall Prey to Spring Fever Promotions

Gambling (or Gaming) is illegal both in the county and state within licensed facilities if it meets the following three criteria...

- 1. **Consideration** (a payment is required of a participant in order to play a game);
- 2. **A game of chance**; and
- 3. **A reward or prize**.



Gambling is...

If a participant pays to play in Texas Hold'em Poker Tournaments, Las Vegas and Casino Nights, Raffles, Bingo and similar activities of chance and then becomes eligible to win money or a prize (including chips for additional playtime when others have to pay- constitutes value) as a result of playing the game, this activity constitutes illegal gambling and is not permitted on any licensed facility, or anywhere in Maryland.

Charity Events...

In event of a raffle or bingo tournament for a charity, special permits must be obtained by filing an application with Licensure and Regulatory Services within the Department of Health and Human Services. Visit www.montgomerycountymd.gov for more information and applications.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	APRIL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30			1 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	2	3
4	5 ALERT Training 10:00 am -1:00 pm	6	7	8	9	10
11 Daylight Saving Time Begins At 2:00 a.m. set clocks forward one hour. BWL Licenses only: There will be a 1/2 hour of lost service. Clear tables by 2:00 a.m.	12	13	14	15 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	16	17 St. Patrick's Day
18	19 ALERT Training 10:00 am -1:00 pm	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

Outdoor Cafés

Outdoor Café Requirements

- Landlord Approval Required
- Contiguous to the licensed premises, enclosed in a clearly delineated area, and surrounded by a continuous barrier at least 36 inches high at its lowest point of ingress and egress; and neither on any public property nor on a public right-of-way, without the express written approval of the appropriate State, County or local governmental authority.
- On the same side of the street and extends no more than a combined total of fifty (50) feet beyond the width of the store front.
- The distance between the store front of the licensed premises and the closest point of the café area must be no more than twenty-five (25) feet; and enclosed in a clearly delineated area, and surrounded by a continuous barrier at least 36 inches high at its lowest point with controlled point(s) of entrance and exit.
- Wait service must be available at Outdoor Cafés.



For a list of all outdoor café requirements or to apply for an outdoor café at your establishment, please visit www.montgomerycountymd.gov/dlc or call the Licensing Office at 240-777-1999.

Photo provided by Bethesda Urban Partnership

APRIL



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Deadline for renewal application submission ALERT Training 10:00 am -1:00 pm	2	3	4	5 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	6	7
8 Easter Sunday	9	10	11	12 Renewal Hearing	13	14
15 ALERT Training 10:00 am -1:00 pm	16	17	18	19 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	20	21
22	23	24	25	26	27	28
29	30				MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

MAY

Under 21 Alert

Prom and graduation time are high risk for under 21 sales.

- Be extra diligent in checking ID's
- Ask for a second ID if there is any doubt
- Look for fake ID's
- Refuse sales to adults who have taken money from a minor to purchase alcohol

Adult Host Responsibility is a Maryland Law that holds an adult who knowingly and intentionally serves/provides an alcoholic beverage to a person he/she knows, or reasonably should know is under the age of 21, liable for the person served and to any person for damages resulting from the host's service of alcohol. It can even extend to adults and homeowners who are not on the premises and/or did not provide alcohol.

What to Do:

SAFEline: Call 301-670-SAFE (7233) to report an upcoming under-21 alcohol party, event or provider to for more information on hosting under-21 alcohol free events.

SAFEnet Subscribe to SAFEnet; an online e-newsletter for alcohol related prevention information and to ask related questions. SAFEnet@montgomerycountymd.gov.

For more information visit www.montgomerycountymd.gov/dlc or call the Community Outreach Office at 240-777-1904.



MAY



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JUNE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 A new 2012/13 License must be posted in facility	2	3 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	4	5
6	7 ALERT Training 10:00 am -1:00 pm	8	9	10	11	12
13 Mother's Day	14	15	16	17 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	18	19
20	21 ALERT Training 10:00 am -1:00 pm	22	23	24	25	26
27 Memorial Day County Offices Closed for Holiday	28	29	30	31		

Safety and Security

To ensure you are keeping your business/event safe develop policies, training and community relations!

Determining and acquiring security needs:

Know the crowd

- Anticipated Attendance Numbers
- Outside or Inside Event
- Alcohol Service
- Type of Event
- Risk Assessment

Training

Make sure to have trained personnel:

- Incident Policies
- Emergency Policies
- Conflict Resolution
- Communication Procedure
- Equipment



For assistance on developing safety and security plans, call the Outreach Office at 240-777-1904 or visit www.montgomerycountymd.gov/dlc.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				1	2
3	4 ALERT Training 10:00 am -1:00 pm	5	6	7 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	8	9
10	11	12	13	14	15	16
17 Father's Day	18 ALERT Training 10:00 am -1:00 pm	19	20	21 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	22	23
24	25	26	27	28	29	30

Recommended Practices for Off-Premise Alcohol Retailers

- ✓ Create and maintain a written sales policy
- ✓ Train staff and management on the alcohol sales policy before being permitted to sell alcohol
- ✓ Provide the right tools (ex. ID scanners, black lights, ID books, etc.)
- ✓ Communicate with the public by posting signs about your ID checking policies, develop relationships with DLC and law enforcement, get involved in community coalitions to express commitment to prevent underage sales and use
- ✓ Don't market to youth

For the full Recommended Practices for Off-Premise Alcohol Retailers, visit www.montgomerycountymd.gov/dlc.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 ALERT Training 10:00 am -1:00 pm	3	4 Independence Day County Offices Closed for Holiday	5 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	6	7
8	9	10	11	12	13	14
15	16 ALERT Training 10:00 am -1:00 pm	17	18	19 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	20	21
22	23	24	25	26	27	28
29	30	31			JUNE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	AUGUST 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

AUGUST

Promoter Guidelines

Businesses licensed to sell alcohol are permitted to hire outside promoters/DJs for special events.

Keep in mind that your license will be charged for any offenses that occur at your establishment even if a promoter is put in charge. Protect yourself by developing responsible policies for your staff and guests. Hire only responsible promoters who have strong policies in place.

When in doubt about a promotion or local or state law, call the Department of Liquor Control's Outreach Office at **(240) 777-1904** or e-mail dlc@montgomerycountymd.gov



Promoters can make or break your establishment
Before hiring a a promoter consider the risks involved. Protect yourself...

For more information on how to keep your business safe, visit www.montgomerycountymd.gov/dlc or call the Outreach Office at 240-777-1989.

AUGUST



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SEPTEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29		1	2 <div>HEARINGS SHEDULED Council Office Building, First Floor Auditorium</div>	3	4
5	6 <div>ALERT Training 10:00 am -1:00 pm</div>	7	8	9	10	11
12	13	14	15	16 <div>HEARINGS SHEDULED Council Office Building, First Floor Auditorium</div>	17	18
19	20 <div>ALERT Training 10:00 am -1:00 pm</div>	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

Sales to Intoxicated Individuals

It is illegal to sell alcohol to intoxicated individual and individuals known to be “habitual drinkers”

Responsible Policies:

- Refuse service to those who are intoxicated
- Avoid promotions that encourage over consumption
- Have a written policy listing step by step instructions on what a server should do if a patron becomes intoxicated
- Train staff
- Encourage food sales and nonalcoholic drinks. Place a glass of water down, without asking, to accompany the first alcoholic drink
- Publicize alcohol policies in visible locations
- Do not allow staff to consume alcohol while working



Free training and point of sale materials are available through the DLC Community Outreach Office. Contact us at 240-777-1989 or visit www.montgomerycountymd.gov/dlc

SEPTEMBER



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AUGUST 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	OCTOBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31					1
2	3 <div>Labor Day County Offices Closed for Holiday</div>	4 <div>ALERT Training 10:00 am -1:00 pm</div>	5	6 <div>HEARINGS SHEDULED Council Office Building, First Floor Auditorium</div>	7	8
9	10	11	12	13	14	15
16	17 <div>ALERT Training 10:00 am -1:00 pm</div>	18	19	20 <div>HEARINGS SHEDULED Council Office Building, First Floor Auditorium</div>	21	22
23 30	24	25	26	27	28	29

OCTOBER

A.L.E.R.T. Alcohol Law Education and Regulatory Training
Montgomery County Department of Liquor Control Licensure, Regulation and Education

Who should attend ...
A.L.E.R.T. is designed to educate Montgomery County servers, sellers, management and owners on alcohol beverage regulatory compliance. Learn how to develop responsible alcohol policies, review issues identified by enforcement agencies and have an opportunity to meet for networking among peers and county officials. ALERT is a FREE class offered twice a month. Licensees and staff are encouraged to sign up and frequently take this free training.

ALERT Seminar 10 am -1 pm
First and Third Monday of every month.
If a holiday falls on a Monday, ALERT class will be held Tuesday.
16650 Crabbs Branch Way
Rockville, MD 20855 (2nd floor training room)



Call now for this free training!
Seating is limited.
Phone: (240)-777-1999
Fax: (240) 777-1991
Email: dlc@montgomerycountymd.gov

OCTOBER



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 ALERT Training 10:00 am -1:00 pm	2	3	4 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	5	6
7	8 Columbus Day	9	10	11	12	13
14	15 ALERT Training 10:00 am -1:00 pm	16	17	18 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	19	20
21	22	23	24	25	26	27
28	29	30	31 Halloween		SEPTEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	NOVEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

NOVEMBER

DLC would like to remind everyone to "Keep it Safe" this Holiday Season!

The holiday season has proven to be high risk for sales to minors and intoxicated individuals.



Photo provided by Federal Realty

Please do your part in being safe during the holidays and always check ID's and never serve alcohol to impaired individuals.

NOVEMBER



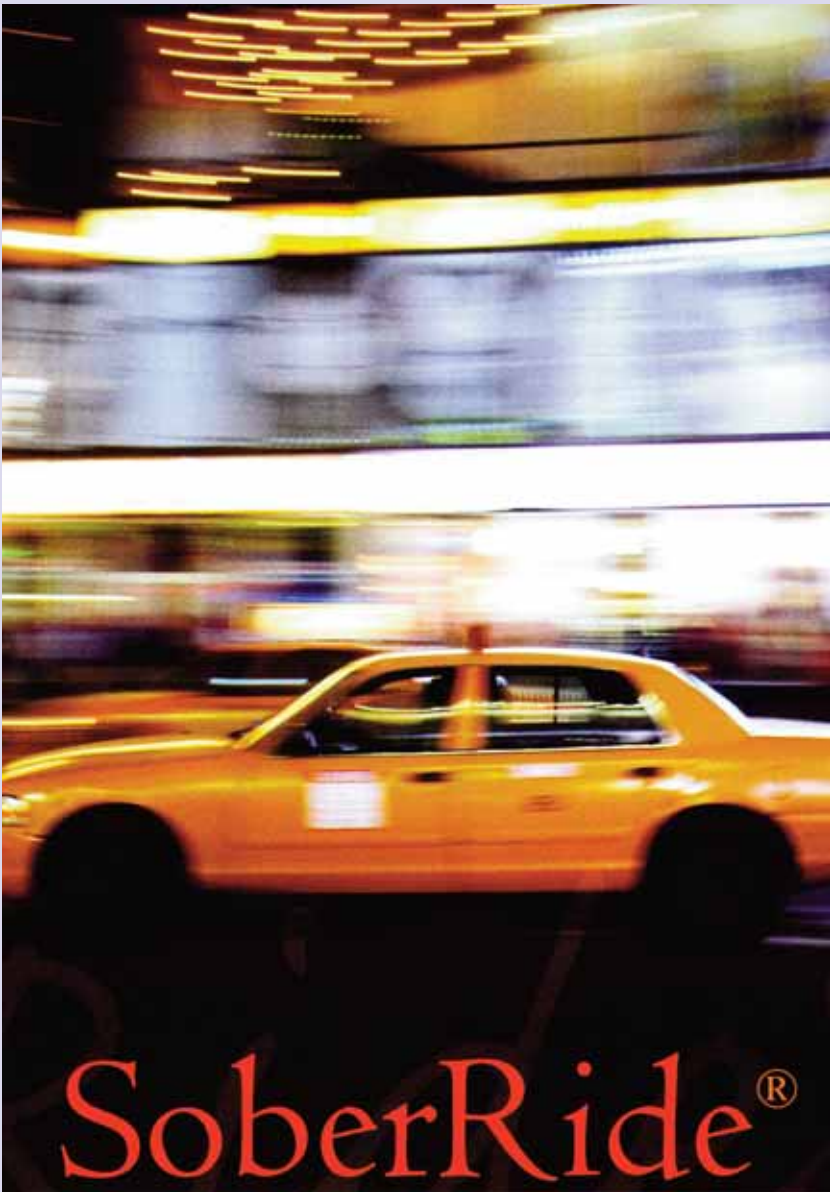
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>OCTOBER</div> <div>12345678910111213141516171819202122232425262728293031</div>	<div>DECEMBER</div> <div>12345678910111213141516171819202122232425262728293031</div>			<div>1</div> <div>HEARINGS SHEDULED Council Office Building, First Floor Auditorium</div>	<div>2</div>	<div>3</div>
<div>Return to Standard Time</div> <div>At 2:00 a.m. set clocks back one hour. BWVL Licenses only: There will be an extra hour of service. Clear tables by 2:00 a.m.</div> <div>4</div>	<div>5</div> <div>ALERT Training 10:00 am -1:00 pm</div>	<div>6</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>
<div>11</div>	<div>12</div> <div>Veterans Day County Offices Closed for Holiday</div>	<div>13</div>	<div>14</div>	<div>15</div> <div>HEARINGS SHEDULED Council Office Building, First Floor Auditorium</div>	<div>16</div>	<div>17</div>
<div>18</div>	<div>19</div> <div>ALERT Training 10:00 am -1:00 pm</div>	<div>20</div>	<div>21</div>	<div>22</div> <div>Thanksgiving Day County Offices Closed for Holiday</div>	<div>23</div>	<div>24</div>
<div>25</div>	<div>26</div>	<div>27</div>	<div>28</div>	<div>29</div>	<div>30</div>	

DECEMBER

SoberRide® operates during the December/January holiday season, St. Patrick's Day, Independence Day and Halloween. To receive a free cab ride home (up to a \$30.00 fare), patrons can call **800-200-8294 (TAXI) or #8294 (TAXI)** on an AT&T wireless telephone.

WRAP's SoberRide® provides a free cab ride home up to a \$30 fare. Callers are financially responsible for anything over \$30 and must be 21 or older to use the SoberRide® service. All calls must originate in Montgomery and Prince George's Counties in Maryland; the Cities of Rockville, Bowie, College Park, Gaithersburg, Greenbelt and Takoma Park in Maryland; the District of Columbia; Arlington, Fairfax, Prince William and Eastern Loudoun Counties in Virginia; and the Cities of Alexandria, Falls Church, Fairfax, Manassas and Manassas Park in Virginia.

Visit the Washington Regional Alcohol Program's SoberRide® web site at **www.soberride.com** for more information.



DECEMBER



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JANUARY 2013 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31					1
2	3 ALERT Training 10:00 am -1:00 pm	4	5	6 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	7 Pear Harbor Remembrance Day	8
9	10	11	12	13	14	15
16	17 ALERT Training 10:00 am -1:00 pm	18	19	20 HEARINGS SHEDULED Council Office Building, First Floor Auditorium	21	22
23 30	24 31 Christmas County Offices Closed for Holiday	25	26	27	28	29

Montgomery County Department of Liquor Control



BETHESDA

4920 Hampden Lane(240) 773-2006
5432 Westbard Avenue (Westwood)(240) 773-2024

BURTONSVILLE

15620 Old Columbia Pike(240) 773-2007

CHEVY CHASE

11 Wisconsin Circle(240) 773-2009

GAITHERSBURG

12155 Darnestown Road(240) 773-2028
886 Muddy Branch Road(240) 773-2057
16535 South Frederick Road (Walnut Hill)(240) 773-2004

GERMANTOWN

18323 Leaman Farm Road (Kingsview)(240) 773-2014
20948 Frederick Road (Milestone)(240) 773-2016

KENSINGTON

3733 University Blvd. (near China Gourmet)(240) 773-2013

MONTGOMERY VILLAGE

19233 Watkins Mill Road (near Giant)(240) 773-2017

OLNEY

17825 Georgia Avenue (near Giant)(240) 773-2019

POTOMAC

11301 Seven Locks Road (Cabin John Mall)(240) 773-2005
10132 River Road (near Safeway)(240) 773-2020

ROCKVILLE

832-836 Rockville Pike(240) 773-2055
14937 Shady Grove Road (Fallsgrove)(240) 773-2018
12015 Rockville Pike (Montrose Center)(240) 773-2003

SILVER SPRING/WHEATON

723 Cloverly Avenua (Cloverly)(240) 773-2010
8701 Flower Avenue(240) 773-2056
8715 Colesville Road (downtown Silver Spring)(240) 773-2021
11407 Georgia Avenue (Wheaton)(240) 773-2025
11239 New Hampshire Ave. (White Oak Center)(240) 773-2026
3824 International Drive (Leisure World)(240) 773-2015

23 LOCATIONS TO SERVE YOU!

*For inclement wether closings,
visit www.montgomerycountymd.gov/dlc*

DLC Contact List

- Main Line(240) 777-1900
- Purchasing(240) 777-1920
- Customer Service(240) 777-1901
- Special Orders(240) 777-1920
- Licensee Delivery(240) 777-1965
- Beer Warehouse(240) 777-1964
- Liquor Wine Warehouse(240) 777-1966
- Warehouse Office(240) 777-1974
- Community Outreach Office(240) 777-1904
- Licensure, Regulation and Education(240) 777-1999

- Community Outreach Officedlc@montgomerycountymd.gov
- Licensure Officedlc@montgomerycountymd.gov
- OmbudsmanLynn.Duncan@montgomerycountymd.gov



Montgomery County Department of Liquor Control